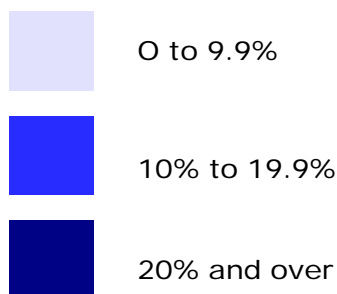
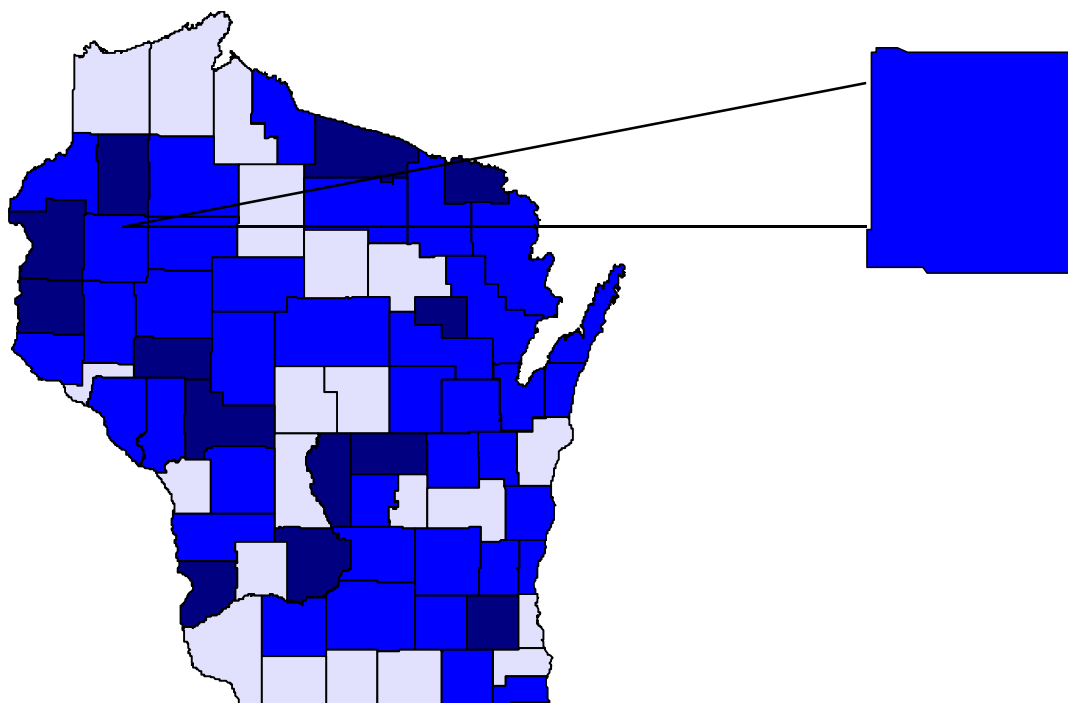


Barron County Workforce Profile

Job Growth 1994 to 1999



Wisconsin Department of Workforce Development
Division of Workforce Solutions
Bureau of Workforce Information
October 2001



State of Wisconsin
Department of Workforce Development

Introduction

The County Workforce Profile has been developed by the Wisconsin Department of Workforce Development's (DWD) Bureau of Workforce Information (BWI) to provide a broad overview of Barron County's labor market. The data included in this fourth year of publication is for 1999 to maintain consistency with the previous publications and to provide the user with a single year of reference in order to draw comparisons and form a picture of related labor force and employment information.

A variety of economic and demographic labor market information have been provided to describe the current labor market conditions in the counties and regions of Wisconsin. That information includes 1999 data on population, labor force, industries, employment, wages and income. The narrative describes how local conditions have changed over one-year and five-year intervals. Although population information is available from the 2000 census, it is not included in this publication since the period of time selected for all data sets is 1999. For more recent releases of information please consult the Wisconsin Department of Workforce Development Labor Market Information website: <http://www.dwd.state.wi.us/lmi>.

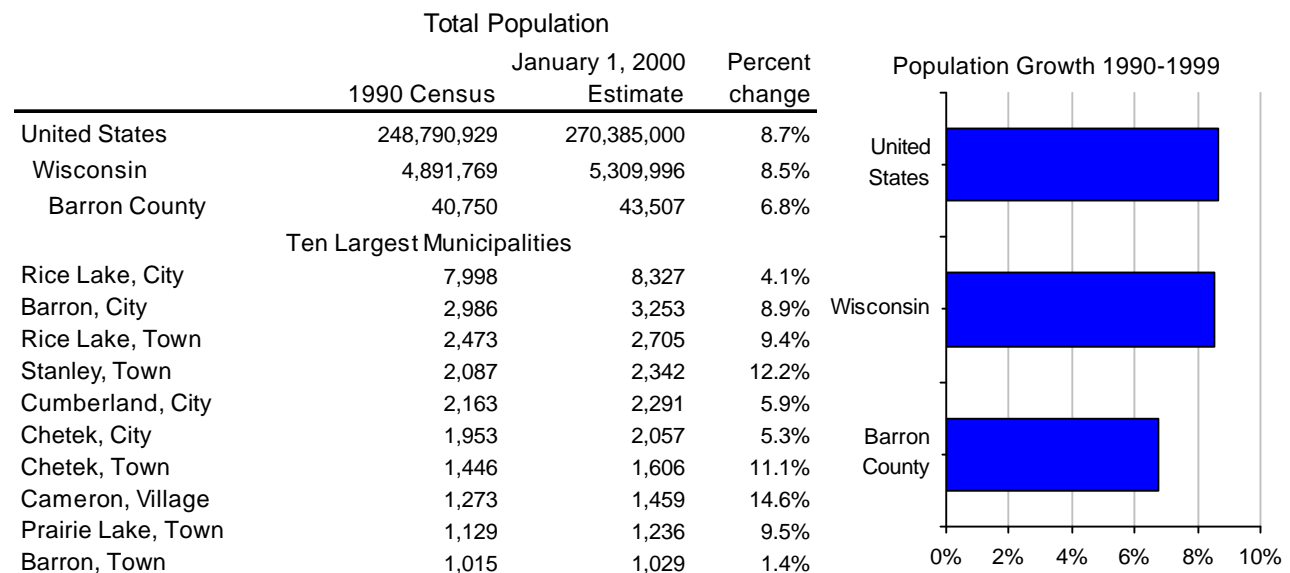
For more detailed information or clarification, please contact your local labor market analyst, Beverly Gehrke, by telephone (715-634-5289) or email (gehrkb@dwd.state.wi.us).

DWD is an equal opportunity service provider. If you need assistance to access services or material in an alternate format, please contact the analyst listed above.

Barron County Population and Civilian Labor Force

The total population in Barron County grew 6.8 percent from 1990 to January 2000, less than both state and national expansion. One-fifth of all growth in the county occurred in the two largest cities of Barron and Rice Lake, but the largest numeric increase in population occurred the City of Rice Lake. These two cities are also home to some of the largest employers in the county. The majority of the increase in population (78%) was from people migrating to the county. Since 1990, 2,154 individuals moved into the county producing a migration rate of 5.3 percent, slightly greater than the state average of 3.7 percent. The increase from natural causes (5,053 births vs. 4,450 deaths) was less than a third the increase from migration.

Of the 43,507 residents living in the county at the end of 1999, 33,220 (76%) were 16 years and older. Since 1990, this population segment increased by 2,646, while the segment aged 15 and under increased by 110, resulting in a net county population increase of 2,757.

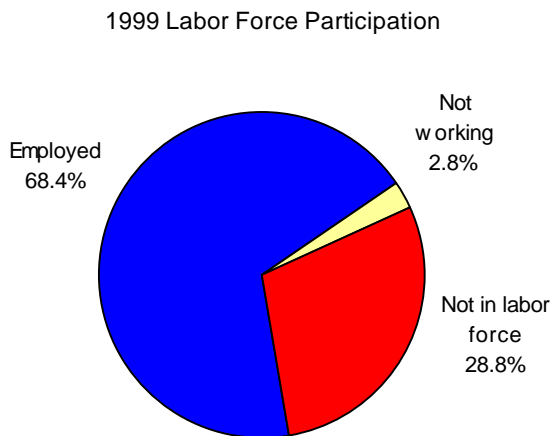


* Barron County portion only

Source: WI Dept. of Admin., Demographic Services Center, *Official Population Estimates*, January 1, 2000

The segment of the population 16 years and older is important because the U.S. Bureau of Labor Statistics use the age of 16 as the demarcation point for entrants into the potential labor force. The labor force, by definition, includes those who are either working or looking for work, but does not include individuals who have made a choice to not work: retirees, homemakers, and students; nor does it include institutional residents, military personnel, or discouraged job seekers.

Labor force participation increases and contracts with changes in labor market conditions. For example, each spring the Barron County labor force expands as seasonal workers enter the labor market either to begin a job or to start looking for work.



Source: Estimated from WI Dept of Administration population estimates, Jan 2000, US Census Bureau, and Local Area Unemployment Statistics

The number of residents aged 16 years and over who are in the labor market determines the labor force participation rate. In 1999, the non-institutional population 16 years and over was 32,687. Of those, 23,300 were actively participating in the labor force and the labor force participation rate was 71.2 percent. While that is an increase from 1990, it is below the state participation rate of 72.3, but higher than the national rate of 67.1 percent.

As younger residents age, interest in working and holding a job increases. Teenagers are less likely to participate in the labor force because they are in school. Residents between the ages of 25-54 share the most incentives to work and have the highest participation rates. At 55, however, workers begin to withdraw from the labor market and, by 65, most workers have retired.

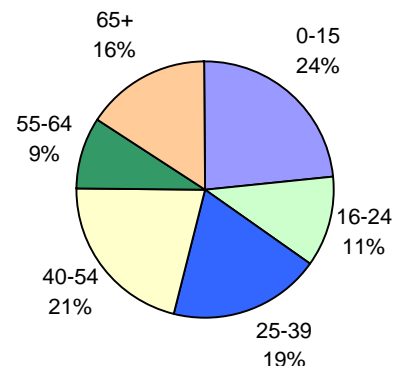
The largest change from 1990 to 1999 in population age groups occurred as the 25-39 year old group matured. This, plus the influx of people migrating to the county, caused the expansion in the 40-54 year old group, and made it the largest age group in labor force age population (16 years and over) in 1999. With high participation rates, this age group is a good supply of labor, but as this group ages the composition of the labor supply will change. By 2010, 38 percent of the labor force age population will be over 55 years old compared with 28 percent statewide.

The labor force age population will continue to grow, although the additions each year will become smaller, and the composition will change. By 2010, there will no longer be younger entrants to the labor force and any expansion will depend on higher participation rates or migration.

Barron County Labor Force Age Population Distribution

Age Group	Population 1990 Census	Population 1999 Estimate	Percent change
0-15	10,176	10,286	1.1%
16-24	4,485	4,803	7.1%
25-39	9,039	8,373	-7.4%
40-54	6,567	9,212	40.3%
55-64	3,598	3,961	10.1%
65+	6,885	6,871	-0.2%

Source: Estimated from WI Dept of Admin, Demographic Services Center, Official Population Projections 1990-2020 and US Census Bureau



Barron County Civilian Labor Force Data

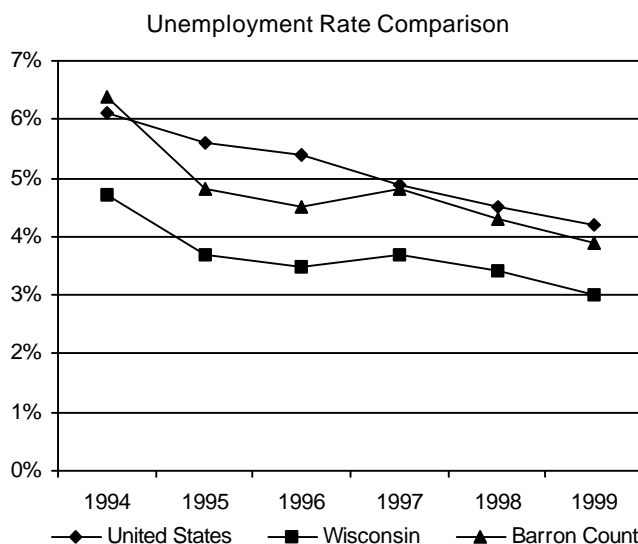
	1994	1995	1996	1997	1998	1999
Labor Force	23,200	23,400	24,300	24,500	24,400	23,300
Employed	21,700	22,200	23,200	23,300	23,400	22,400
Unemployed	1,480	1,130	1,100	1,170	1,040	910
Unemployment Rate	6.4%	4.8%	4.5%	4.8%	4.3%	3.9%

Source: WI DWD, Bureau of Workforce Information, Local Area Unemployment Statistics

The unemployment rate differs from the percent of the labor force age population not working. The unemployment rate is a percent of labor force participants (71.2% of the labor force age population in Barron County) who are unemployed and actively looking for work. The number of unemployed in the county includes not only those who are receiving unemployment benefits, but also any resident who actively looked for a job and did not find it.

Out of a total labor force in Barron County in 1999 of 23,300, 3.9 percent were unemployed. This is higher than the state unemployment rate of 3.0 but lower than the national rate of 4.2 percent in 1999.

Fewer residents were employed in 1999 than in the previous four years due partially to the number of unfilled vacancies and reductions with local employers. Since total employment counts individuals (some who work more than one job) it can decline even as the number of wage and salary jobs increases. Also, the number of employed in Barron County includes not only residents who work for employers located both in and beyond the county



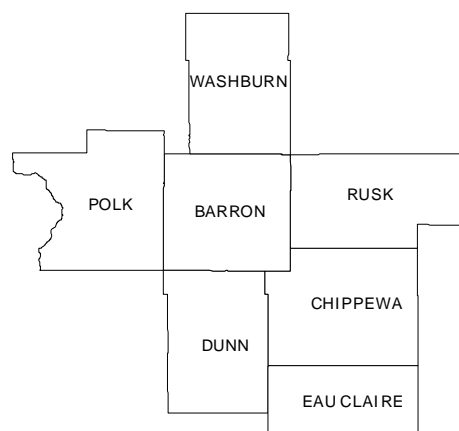
Source: WIDWD, Bureau of Workforce Information, Local Area Unemployment Statistics

boundaries, but all self-employed residents and proprietors. Roughly 22 percent of the number of employed in Barron County are either farm or nonfarm proprietors. Since 1994, total employed decreased by 700 while the number of proprietors increased 643.

Barron County Commuting Patterns

	Commute To	Commute From	Net Commute
Chippewa County	138	253	115
Dunn County	137	227	90
Eau Claire County	140	61	-79
Polk County	343	507	164
Rusk County	57	319	262
Washburn County	225	577	352
Minnesota	202	0	-202
Elsewhere	379	196	-183
Total	1,621	2,140	519
Commute within County	16,590		

Source: WI DWD, Bureau of Workforce Information. *Wisconsin's Commuting Patterns*, 1994.

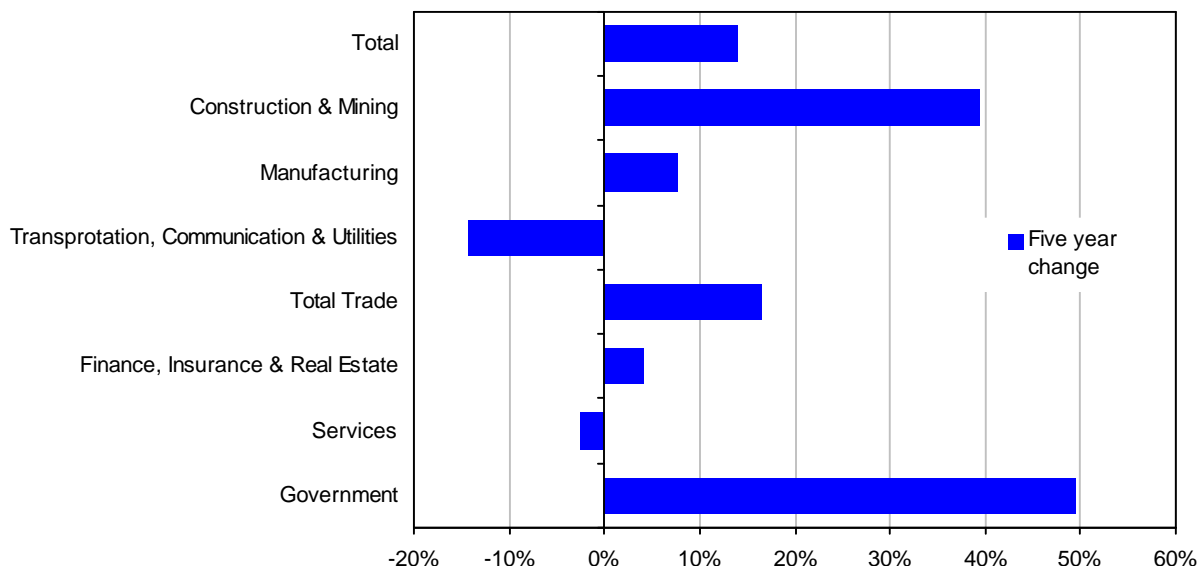


Note: Information on commuting patterns of workers is available only from decennial census data. Since 1990 the number of workers has increased and so has travel on area highways. Until the 2000 census is released, however, the only data we have remains from 1990.

The county labor force includes all employed and unemployed residents who live in the county, even though they may travel out of the county to work. In Barron County that included roughly 1,600 residents who commuted to surrounding communities for a job. The favorite destinations of workers who travel out of the county were Polk and Washburn counties, but this amounted to only 3 percent of the labor force.

Barron County residents are joined every day by over 2,100 commuters from neighboring counties, over 500 more than those leaving the county for work elsewhere. Rice Lake is the destination for over a quarter of those traveling to Barron County. Most of those workers are coming from Washburn County. In addition to the nonresident commuters flowing into Rice Lake, over 6,000 residents, nearly one-third of the workforce, are employed in the city by some of the county's largest employers.

Barron County Employment Change by Industry 1994 to 1999



	1994	1995	1996	1997	1998	1999	Percent change	
Total	18,659	19,288	19,901	20,483	21,073	21,268	0.9%	14.0%
Goods Producing	6,711	6,848	7,142	7,335	7,510	7,401	-1.4%	10.3%
Construction & Mining	534	600	617	642	697	744	6.6%	39.3%
Manufacturing	6,177	6,247	6,524	6,692	6,812	6,657	-2.3%	7.8%
Durable	3,008	2,911	2,951	3,139	3,300	3,366	2.0%	11.9%
Nondurable	3,169	3,336	3,573	3,553	3,513	3,291	-6.3%	3.9%
Service Producing	11,949	12,440	12,760	13,148	13,563	13,867	2.2%	16.1%
Transportation, Communications & Utilities	712	670	621	612	611	609	-0.3%	-14.4%
Total Trade	4,035	4,231	4,311	4,376	4,454	4,700	5.5%	16.5%
Wholesale	587	562	536	528	549	581	5.8%	-1.1%
Retail	3,448	3,669	3,776	3,848	3,906	4,119	5.5%	19.5%
Finance, Insurance, and Real Estate	451	468	459	469	491	469	-4.4%	4.1%
Services & Misc.	3,842	3,180	3,308	3,528	3,717	3,741	0.6%	-2.6%
Total Government	2,909	3,891	4,061	4,163	4,290	4,348	1.3%	49.5%

Source: WIDWD, Bureau of Workforce Information, Nonfarm Wage & Salary estimates.

Note: Nonfarm wage and salary employment measures the number of jobs within a county excluding family farming, military, and proprietors. This data, often referred to as 'place of work' data, indicates the number of jobs at the work site without consideration of where the jobholder lives.

Total nonfarm wage and salary employment grew 14 percent over the last five years as Barron County employers added nearly 2,610 jobs to the local economy. The majority of those jobs were in the service-producing sector, and from the graph and table above, it would appear that most of that increase occurred in government. But in 1995, over 900 jobs with Indian owned operations were reassigned from the services industry division to government. They account for nearly two-thirds of the increase in government employment from 1994 to 1999. Since then, employment with these operations, especially in Turtle Lake, has continued to increase. Retail trade employment also expanded in the county as grocery stores, restaurants, and gas stations added nearly 700 workers in the five-year period.

The increase in jobs in Barron County outpaced state growth during the five-year period, but failed to match state growth of 1.0 percent in 1999. For the first time in six years manufacturing employment declined in 1999. Most of the job losses were with nondurable goods manufacturing, primarily from food processing employers, who employ over 80 percent of all the workers in that sector. Roughly 31 percent of the jobs in the county, down slightly from 33 percent in 1994, are with manufacturing employers, compared with 22 percent statewide.

Barron County's Largest Industries and Employers

Top 10 Industry Groups

Industry Group	March 2000		Numerical Change	
	Employers	Employment	1 Year	5 Years
Food And Kindred Products	10	2,539	-59	-66
Educational Services	11	1,735	48	233
Health Services	52	1,637	18	155
Amusement & Recreation Services	*	*	*	*
Eating And Drinking Places	96	1,179	-4	70
Fabricated Metal Products	*	*	*	*
Executive, Legislative, And General	36	910	-120	-77
General Merchandise Stores	16	889	-5	194
Industrial Machinery And Equipment	17	811	55	134
Automotive Dealers & Service Stations	50	738	37	177

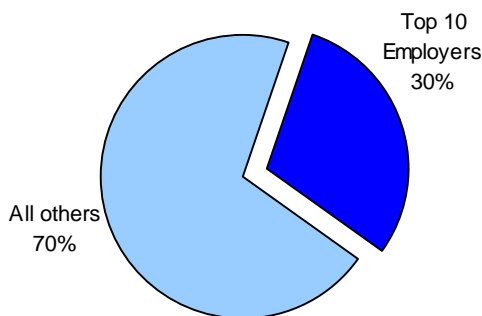
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Top 10 Employers

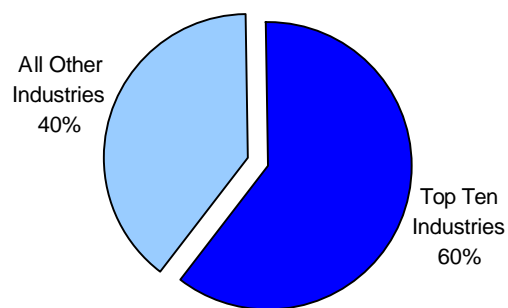
Company	Product or Service	Size
The Turkey Store	Food products: turkey	1000+
St Croix Casino	Amusement services: gaming	1000+
Wright Products	Fabricated metal products: die casting	250-499
Johnson Truck Bodies Inc	Transportation equipment	250-499
Rice Lake Public School	Education	250-499
County of Barron	Executive & general government	250-499
Hartzell Mfg Inc	Rubber & plastic products: molded castings	250-499
McCain Foods USA Inc	Food products: onion rings	250-499
Wal Mart Stores	General merchandise store	250-499
Rice Lake Weighing Systems	Industrial equipment: weighing instruments	250-499

Source: WI DWD, Bureau of Workforce Information Bureau, ES-202 file tape, 1st quarter 1999 and LMI benchmark 2000.

Top 10 Employers Share of Nonfarm Employment



Top 10 Industry Groups Share of Nonfarm Employment

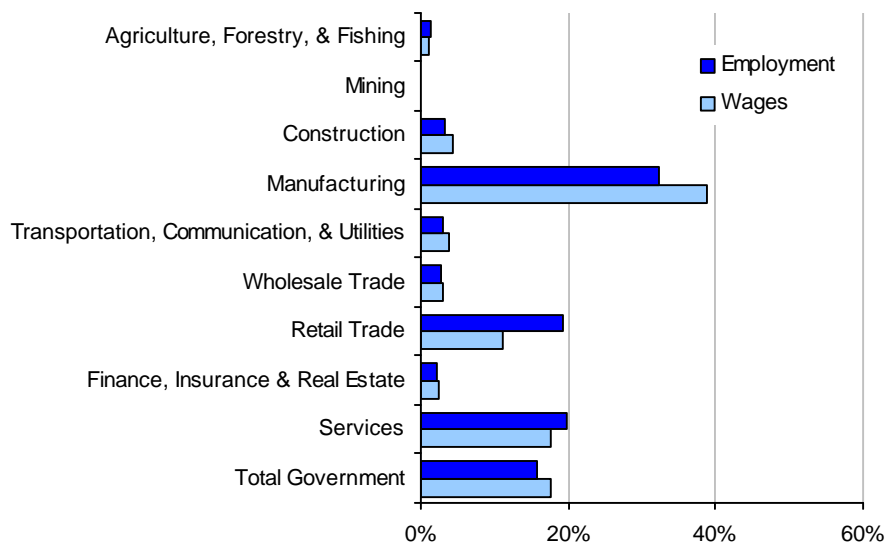


Out of 1,268 employers in Barron County, the top ten provide 30 percent of all jobs. The largest employer also represents the largest industry group in the county: food products. The Turkey Store has been the county's largest employer since 1976. Five other manufacturing employers are on the list of largest employers and represent two other industry groups on that list: fabricated metal and industrial machinery products; plus two representing industries not on the list: rubber and plastic products and transportation equipment. The second largest industry group, education services, includes both public and private institutions and employment is most often included with the larger government sector since most schools are funded by local taxes. Employment with private education facilities is included in the services industry division. The next two industry groups are also included in the services industry division, but only amusement and recreation services is represented by the county's second largest employer, St. Croix Casino. Three industry groups represent the retail trade industry division, eating and drinking places, general merchandise stores, auto dealers and service stations, but only one is on the list of largest employers. Most of the employers from retail trade are small, but together they employ many workers.

Barron County Employment and Wages 1999

	Annual Average Wage	State Average Wage	Percent of State Average	Percent change 1 year	Percent change 5 year	Number of Workers
All Industries	\$22,102	\$29,609	74.6%	3.2%	18.5%	20,811
Agriculture, Forestry, & Fishing	\$17,425	\$21,499	81.0%	5.9%	17.0%	270
Mining	*	\$39,968	*	*	*	*
Construction	\$28,238	\$36,772	76.8%	3.9%	34.5%	698
Manufacturing	\$26,685	\$37,773	70.6%	4.8%	22.9%	6,697
Transportation, Communications, & Utilities	\$28,040	\$34,523	81.2%	3.6%	22.1%	608
Wholesale Trade	\$23,275	\$38,048	61.2%	3.3%	18.8%	583
Retail Trade	\$12,615	\$15,066	83.7%	3.3%	17.8%	4,034
Finance, Insurance, & Real estate	\$23,884	\$37,911	63.0%	1.5%	18.7%	478
Services	\$19,593	\$26,041	75.2%	2.7%	17.8%	4,147
Total Government	\$24,935	\$32,017	77.9%	1.8%	12.9%	3,261

Total Employment and Wage Distribution by Industry Division



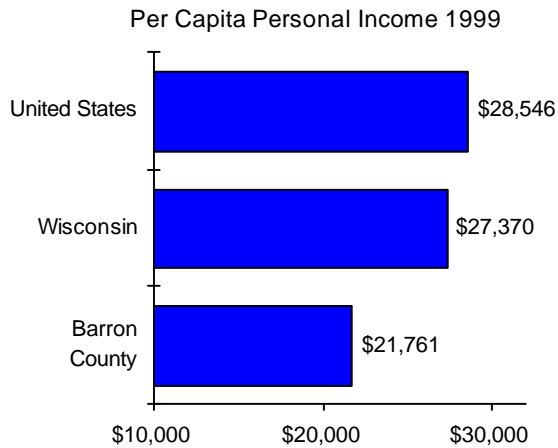
Source: WIDWD, Bureau of Workforce Information, *Employment, Wages and Taxes Due covered by Wisconsin's U.C. Law, Tables 209-211.*

Note – The data from Employment and Wages Covered by Wisconsin's Unemployment Insurance Law differs from employment data in the nonfarm wage and salary estimates because: 1) multi-location employers report all workers and wages at a single site, i.e.. retail franchises; 2) not all employers are covered by the unemployment insurance law and therefore are not included in this data, i.e.. railroads, parochial schools; 3) employment and wages with Indian-owned establishments are reported by industrial classification, not by ownership. This is most apparent in services and government.

In general, the industries with the most workers in 1999 also reported the most wages. Manufacturing industries, with 6,697 workers, had a total payroll of \$178,710,251. The second highest payroll in Barron County was in government at \$81,313,044, but that was less than half of manufacturing. Retail trade had the third highest number of workers, but because many are part time and wages are low, total retail payroll was only \$50,889,698. This also produces a lower annual average wage. Total payroll for all industries was \$459,955,020 and, when divided by 20,811 jobholders, produced an annual average wage of \$22,102.

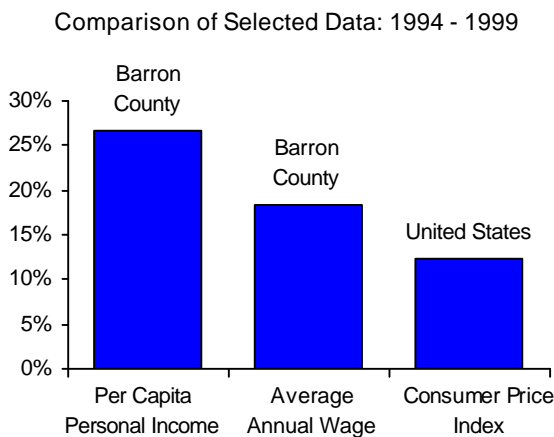
Workers in construction earned the highest annual average wage in Barron County in 1999 while wages in retail trade came closest to state wages for similar work statewide. Most retail trade workers in the county and statewide are cashiers, salesclerk, and waiters — occupations with lower hourly wages. The greatest disparity in wages between Barron County and the state appeared in wholesale trade. Overall, wages in the county were 75 percent of state annual wage of \$29,609, the lowest in six years. County increases in annual average wages lagged the state in both the one-and five-year intervals of 3.8 and 21.7 percent, respectively.

Barron County Wage and Income Data



The per capita personal income (PCPI) includes total income from wages and self-employment, assets (dividends, interest, rent), and transfer payments (social security, insurance, welfare) divided by total population. In 1999, the PCPI in Barron County was 80 percent of the state's, and was lower than 39 other Wisconsin counties.

The PCPI in Barron County, which increased 26.7 percent in the last five years, lagged both national and state five-year growth of 26.1 and 26.4 percent, respectively. Annual increases in per capita income lagged state and national increases in three of the last five years, including 1999.



Growth in the county PCPI outpaced the increase in consumer prices and annual average wages. Total personal income (TPI) increased 32 percent over the last five years, and a large share of personal income, 63 percent, was from net earnings. Net earnings, which includes not only income from wages of residents (many who work more than one job) but also self-employment and proprietor's income, increased 29 percent from 1994 to 1999. That's better than the increase in annual wages. The ratio of net earnings as a share of TPI has declined since 1994 as the share of asset income increased. Assets now comprise over 20 percent of TPI in Barron County and have increased 57 percent in the last five years. Transfer payments rose 19 percent and comprise 17 percent of TPI compared with 12 percent statewide.

	Per Capita Personal Income						Percent Change	
	1994	1995	1996	1997	1998	1999	1 year	5 year
United States	\$22,581	\$23,562	\$24,651	\$25,874	\$27,321	\$28,546	4.5%	26.4%
Wisconsin	\$21,699	\$22,573	\$23,554	\$24,791	\$26,227	\$27,370	4.4%	26.1%
Barron County	\$17,171	\$17,558	\$18,698	\$19,441	\$21,043	\$21,761	3.4%	26.7%

Source: U.S. Dept. of Commerce, Bureau of Economic Analysis, Regional Economic Information System.

Selected Occupational Wage Data		
	Mean	Median
Cashier-checker	\$ 6.72	\$ 6.40
Cook, restaurant	7.93	7.43
Industrial truck op. (fork lift)	11.50	11.17
Inspector/tester, production	11.86	11.33
Janitor/Cleaner	8.70	8.24
Machine feeder/offbearer	8.78	8.63
Machinist	14.27	14.34
Maintenance repairer, general	12.43	11.97
Nurse aide	8.74	8.41
Packaging/filling machine op.	11.85	11.65
Registered nurse	18.54	17.99
Salesperson, retail	8.40	7.09
Secretary	10.42	10.39
Shipping/receiving/traffic clerk	9.69	9.11
Woodworking machine op/tender	9.80	9.68

Source: DWD, Bureau of Workforce Information 1999 OES wage survey for Balance-of-State (non-MSA) counties.

The wages for the selected occupations in this table were reported by employers in non-metropolitan counties in the state who responded to the Occupational Employment Statistics (OES) survey. Employers from all Wisconsin counties participated in the survey but published data was limited to MSAs and a grouping of 'balance-of-state' (BOS) counties. For comparison, the annual average wage of workers in Barron County was 90 percent of that for workers in all BOS counties. However, that varies by industry from 95 percent in the retail trade division to 80 percent in wholesale trade.

Wages play a critical role in the economy as both workers and employers try to capitalize their worth. The labor shortage has placed additional pressure on wages and those occupations with a mean (average) and median (mid-point) wage relatively close reflect that. Mean wages include both very low and high wages, but as the labor market tightens employers offering low wages migrate closer to the mid-point.